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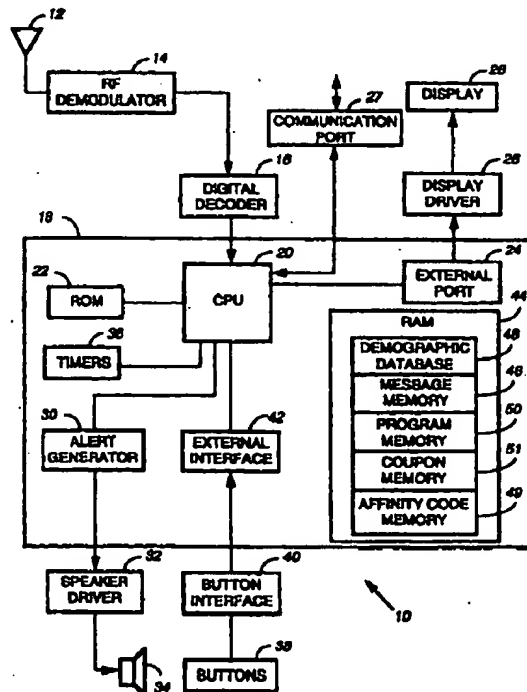
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(54) Title: METHOD AND APPARATUS IN A WIRELESS COMMUNICATION SYSTEM FOR USING A SELECTIVE CALL RECEIVER TO PROVIDE DEMOGRAPHIC INFORMATION, REDEEM COUPONS, AND EMULATE AFFINITY CARDS

(57) Abstract

Demographic information concerning the user of an SCR (Selective Call Receiver) (10) is stored in the SCR (10). The demographic information (60) is displayed on the SCR (10) in bar code format such that it can be read by a bar code scanner (132), as in a store (130) or at a point-of-sale (154). In one embodiment, a stored coupon is also displayed in bar code format so that it can be read and redeemed at a point-of-sale. In another embodiment, a stored affinity card code and a unique identifier are displayed in bar code format so that they can be read to identify a selected affinity group and the customer at the point-of-sale.



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